Custom Chic

http://inmybag.blogspot.com/2006/05/custom-chic.html

I've come across several custom handbag lines before, but usually, they're a bit dull, the options are limited to fabric choice, and the styles on the blah side. But, not anymore, thanks to Freddy & Ma, the brainchild of brother and sister duo Anthony and Amy Pigliacampo.

Freddy & Ma is a fantastic concept where you, the customer design a bag from the ground up. Besides the body style (of which there are currently 6...the 4 shown below, a retro clutch purse, and a smaller clutch. My favorites are the pouch on the left, and hobo, 3rd from left) you have some level of control over every aspect of the bag from trim, to hardware, and of course fabric...in about 4 steps. The site is easy to navigate, and you get to see a mock up of your bag as you go.

(a range of not-so-basic solids)

Step one, is to select your bag style. From there, you get to choose the leather trim color, black, white, or tan, and then it's on to the fabrics. And boy are there fabrics...from a paint store's selection of solids to countless patterns which range from retro, to modern, to classic, and so on.

(these are a few patterns from Freddy & Ma's newest designer, Susie Ulsh)

The next step on some styles allows for changing the color on selected panels, and the final step before purchase is deciding between nickel or brass hardware. I've found it very cathartic to just create different combinations...sort of a computer game for bag nuts.

The prices for completed bags range from $85 for the small clutch, which would also make a terrific co-ordinating makeup case) to $340 for the extra roomy Bowler (top left in above photo). The only downside, is it takes up to 5 weeks for the bags to be manufactured and shipped...not great for the immediate satisfaction junkies, but worth it to have a bag that is truly 100% unique to you.

For a limited time, [Freddy & Ma](#) is offering a 20% discount to readers of In My Bag just use the coupon code: *INMYBAG*